FAMILY™ COMPUTING

Scholastic, Inc., New York, New York 10003

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*     In case you haven't been keeping up with the    *
*       language lately, you should know that...       *
*                                                 *
*      "RAM" is not an animal with horns,         *
*      "BYTE" is not a between-meals snack.       *
*                                                 *
*      Those words are part of a language called       *
*  "computerese."  And you'd better be prepared to hear *
*    your children talking that way in the near future!  *
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Dear Parent:

The computer age is upon us! Even if you don't have a home computer yet, chances are your children are learning about them at school and ready to talk about them at home.

Do you know the language?

Well, whether or not you're fluent in "computerese," you'll want to know about a brand-new magazine called FAMILY COMPUTING. It's published by Scholastic, and it's the magazine that turns "computerese" into computer ease.

Right now, you can become a Charter Subscriber to FAMILY COMPUTING at special Charter savings. And we'll give you a FREE gift with your paid subscription.

We want to help you feel more at home
with your home computer

For many of us, computers can be a bit baffling. That's why FAMILY COMPUTING gives you more step-by-step information and more how-to advice than you can find anywhere else. Plus "exactly-how-to-do-it" tips for every member of your family.

(over, please)

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* If you have a computer, FAMILY COMPUTING can help you get a lot more from it. In fact, it can help your whole family use it more and enjoy it more.

* If you're thinking of buying a computer, FAMILY COMPUTING will give you valuable shopping tips to help you make the right decisions.

Every issue of FAMILY COMPUTING gives you new ideas for putting your computer to better use. All the details you need to try educational, practical, and recreational uses for your computer. Family-tested ideas for parents and children to do together. For children -- or parents -- to do on their own. And every issue of FAMILY COMPUTING gives you articles filled with ideas you can immediately put to use. Like:

How to Program Success into Your Computer -- A plan one family developed to make sure everyone "understood" their computer. And it worked. The kids learned -- more, better, and faster. Everyone got closer, working to solve problems together. And TV viewing went way down. (Their plan might work for you, too!)

How to Build a Computer Console for $25 -- A step-by-step plan that will get you and your computer off to a good start. Detailed instructions and photos show you exactly what to do.

One Family, One Computer, Four Uses -- The four members of this Illinois family all use their TRS-80 -- each in a different way. Mom keeps the budget. Dad does the finances. Their daughter runs an efficient Girl Scout cookie business, and their son programs up a storm.

VisiCalc Calculates School Costs -- One Connecticut family finds that when it comes to making major decisions, like choosing a college or a vacation spot, VisiCalc can work as much charm at home as it does at the office. They cut back on planning time and indecision with the precision of their computer. And they tell you how to do it.

Ages 41 and 14 Back from Computer Camp -- Read how a mother and son decided to go away for two weeks of computer learning and fun. Their firsthand experiences will enable you to find out if this kind of learning is for you. More important than what they did at camp is what they did when they got home. They tell you what it was like and what they got out of the experience.

How to Care for Your Computer -- Ten tips for keeping your computer in top working order. Good computer user habits work best when you practice them right from the start. Here they are, ready for you to follow.

Every issue of FAMILY COMPUTING gives you easy-to-follow guides to all the aspects of computing! Where to go to learn about computers, how to begin to use a computer or how to move on to more advanced computing. Books to consider. User groups -- what they are and how to find and use them. Shopping services. Electronic bulletin boards. Software libraries in your area.

Every issue of FAMILY COMPUTING answers questions like:

What can I expect a word processing program to do and which one should I buy? Should I help my kids do homework on the computer? Are computer games bad for my kids? Which ones have redeeming characteristics? What can I do to encourage other activities on the computer? Which programs are best for handling home finances?

Every issue gives you examples of how families are using their computers to operate businesses at home, from resume-writing, financial planning and secretarial services to running all the neighborhood newspaper routes.

You'll find out how a computer at home helps out at work and how a computer at work helps out at home.

FAMILY COMPUTING includes sample software programs in every issue. You'll get new kinds of computer puzzles. Reader-written programs every month, like how to use your computer to help you save on heating bills...how to improve your running time...how to make simple graphics programs. And many, many more. Month after month. For your machine. Because all FAMILY COMPUTING programs are written for use with the Atari, Apple, Trs-80, Timex, TI, Commodore 64, Vic 20, Adam and IBM PC Jr.

FAMILY COMPUTING can save you hundreds of dollars

Every issue of FAMILY COMPUTING comes with a five-part section of buying information and reviews for computer consumers...

Two dozen at-a-glance software reviews cover games, fun learning and educational, home business, home management and personal software. You'll find out who makes what, for which machines, all the equipment you need, back-up policy and more.

You'll also learn about new hardware in every issue...Printers. Monitors. Modems. And all the other peripherals you might be looking for. When an important new computer is introduced, FAMILY COMPUTING will give you the lowdown on how it performs for families like yours. You'll learn about all the parts you'll need to get your equipment working. You'll learn from the experiences of other shopping families.

In fact, no guide for computing families is as complete or as current as ours. No magazine rates computers in as many family-oriented categories. Or in a more unbiased way. To help you buy the hardware and software that will work for you.

FAMILY COMPUTING and your family's future

The computer is changing the character of employment in this country. Computer-related positions are expected to grow more than 50% by 1990, by conservative estimates! And many parents are saying, "I want my kids to have a chance for success in this new field."

That's why it's so important for them to feel comfortable with computers. And for _you_ to feel comfortable with what they're learning.

And that's why FAMILY COMPUTING includes features like the "Home/School Connection." To keep you up-to-date on how computers are being used -- right now -- in schools around the country. And how parents, like you, are trying to reinforce computer learning at home and participating in programs at school.

A double investment ... and a double reward

FAMILY COMPUTING is new from Scholastic, the people who have made learning easy and fun for over 60 years. And when you subscribe to FAMILY COMPUTING, you'll be making a double investment ... for you'll not only be making an investment in your family's future ... but also an investment in your home computer.

Because _the more comfortable you and your family are_ about using the machine ... _the more savvy you are_ about the kinds of hardware and software that will work for you -- _the more your home computer will really be worth to you_!

Your double reward ...

1. _Enjoy special savings as a Charter Subscriber_. If you agree that FAMILY COMPUTING is all we say it is, pay our invoice for just $9.97 for 8 more monthly issues. You'll save 36% off the cover price.

2. _Plus receive a special gift FREE with your paid subscription._ You'll find a full description enclosed with this letter -- and you'll see just how much this gift can add to your computing life.

See for yourself if FAMILY COMPUTING is really what _you_ need to get all you want from your home computer.

Send for your Charter Subscription today. And turn "computerese" into computer _ease_.

Cordially,

Vince Dema

Vince Dema
Associate Publisher

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